


# AARON D. SIMS

 <https://www.linkedin.com/in/aarondsims/> | (312) 623-0035 | [Aaron@adsimslc.com](mailto:Aaron@adsimslc.com) | Raleigh, NC

---

## Sales Director | Senior Account Executive | Software Engineer

Seeking entry level opportunity with growing company which allows me to leverage 15 years of successful mid-market consultative financial sales experience to improve society's experience with software by providing a unique perspective on end-user interaction. A natural leader with a demeanor equipped for cultivating relationships, effective communication, and teamwork with a proven track record for delivering solutions across internal and external partners.

### Areas of Expertise:

Consultative Sales & Strategy ▪ New Business Development ▪ Market Penetration & Growth ▪ Networking  
Web Development ▪ Application Development ▪ Leadership & Management ▪ Client Relations/Retention

## PROFESSIONAL EXPERIENCE

AD SIMS, LLC - CHICAGO, IL

2017 – Present

### **Business Development / Account Executive**

Lead Sales &. Marketing initiatives while delivering financial advisory services to entrepreneurs and small businesses. Conduct needs assessment consultations, offer solutions, devise strategic financial planning, and win negotiations/contracts.

- Increased Converge Consulting's total revenue from \$50K to \$450K annually over a 2-year period and grew the practice from no employees to 4 FTE.
- Designed software for Fellows Syllabus Project using REACT, which allows the company to streamline article submissions and convert them into lesson plans. Reduced need for emails and provides all users access to all documents according to permission authentication.
- Bolstered Jomoworks, LLC's revenue from \$1MM to \$3MM over a 2-year period and saved the company several thousand dollars in expense related to the sales process by creating a more efficient program.
- Created an entirely new scholarship program for Bonfire, a Converge Consulting client, which allowed women who work in social sectors to participate in a leadership development platform.
- Advised MUST Clinic's owner/operator doctor through startup creation of family practice. New concept of mobile service unit. Operations began October 2020 and already profitable with potential outside investment/buyers.
- Manage the Business Advisory Services Division at Gold Leaf Capital Partners, a boutique capital markets advisory firm specializing in financing deals between \$250K and \$20MM.

ASSOCIATED BANK

2015 – 2017

### **SVP, Asset Based Lending**

- Grew Associated Bank's Asset Based Lending portfolio by 25% in two years while simultaneously reducing underperforming assets by 25%.
- Managed team of 5 professionals, responsible for overall profitability of division.

GE CAPITAL

2011 – 2015

### **SVP Commercial Distribution Finance**

- Managed and grew national trailer and music industry dealership revenue by 20% in two-year period.
- Implemented a customer success program and dealer solutions division which entailed relationship management with manufacturer's C suite executives and industry dealership owners.

THREE NOTABLE BANKS IN CHICAGO

2004 – 2015

**Various Titles/Positions** all related to Mid-Market customer acquisition, revenue generation, and retention.

## TECHNICAL SKILLS:

- **Full Stack Web Development Certificate** - University of North Carolina at Chapel Hill (Oct. 2020)
- **Languages:** HTML5, CSS, JavaScript, ES6, React, NoSQL, SQL | **Applications:** GitHub, MongoDB, MySQL
- **Tools:** Node, Express, Bootstrap | **GitHub Project Profile:** <https://github.com/Aecntrik17>

### Notable Web Development Projects/Apps:

#### Movin' On Up:

- Github Repo: <https://github.com/Aecntrik17/Movin-On-Up>
- Deployed Application: <https://matthew-neal.github.io/Movin-On-Up/>
- Group Project: Search App to view current demographic, weather, housing data and geography of any US City.
- HTML, CSS(tailwind), JavaScript

#### Employee Directory

- Github Repo: <https://github.com/Aecntrik17/HW19-EmployeeDirectory>
- Deployed Application: <https://aecntrik17.github.io/HW19-EmployeeDirectory/>
- App allows users to view, search, and filter non-sensitive employee information.
- HTML, CSS, JavaScript, Express, Axios, React

## EDUCATION:

- Bachelor of Science, Finance - Alabama A&M University, Normal AL
- Full Stack Web Development Certificate - University of North Carolina at Chapel Hill

## AFFILIATIONS, RECOGNITIONS, & PHILANTHROPY:

- 2019 TechStars Mentor; HBCUvc Startup Weekend
- 2016 Chicago Urban League & Booth IMPACT Fellow
- 2016 Anti-Defamation League GLASS Leadership Fellow
- 2014 WVON Top 40 under 40
- 2012 Chicago Magazine Most Eligible Chicagoan
- 2018 – Present Ryan Banks Academy; Advisory Board
- 2007 – Present Big Shoulders Fund; Chairman's Advisory Council member & Auxiliary Board co-founder
- 2016-2018 Chicago Leadership Alliance Member
- 2015 & 2016 Chicagoland Chamber of Commerce Emerging Leader
- 2016-2017 America Needs You Chicago; IL Chapter Mentor & Coach

## ADDITIONAL:

- Traveled to every US state except Alaska.
- Worked remotely while living abroad, nearly 25 countries over the two years prior to Covid19.
- Continued to improve, personally and professionally throughout Covid19 while also battling Lupus Nephritis and Chronic Kidney Disease. [www.aarondsims.com](http://www.aarondsims.com) for more background.
- Willing to relocate